

FIG.1



MONTH	CUSTOMER ID	GENDER	AGE	. . .	PROFIT AMOUNT	CANCELLED CUSTOMERS
3	00001	M	27	. . .	32,000	0
	00002	F	22	. . .	35,000	1
	00003	M	31	. . .	27,000	0
	.	.	.	.	.	.
4	00001	M	27	. . .	34,000	
	00002	F	22	. . .	38,000	
	00003	M	31	. . .	28,000	
	.	.	.	.	.	.
5	00001	M	27	. . .	36,000	
	00003	M	31	. . .	29,000	
	.	.	.	.	.	.

FIG.2



[USED DATA]  
MARCH

[RULE GENERATION ITEMS]  
CONDITION ITEMS :  
GENDER, AGE, PROFIT AMOUNT,  
PRODUCT MODEL, RESIDENCE

CONCLUSION ITEMS : CANCELLATION STATUS  
[LAYER]  
GENDER :  
MALE  
FEMALE

AGE :  
UNDER 20 : AGE < 20  
20~24 : 19 < AGE < 25  
25~29 : 24 < AGE < 30  
30~34 : 29 < AGE < 35  
OVER 35 : 34 < AGE

FIG.3

NO.	RULE	RULE/CONDITION	PRECISION
1	IF AGE = 20~24 & GENDER = F THEN LICENSE = CANCEL	54/200	27%
2	IF PRODUCT MODEL = xyz & RETAIL STORE = A THEN LICENSE = CANCEL	42/210	20%
:	:	:	:

FIG.4

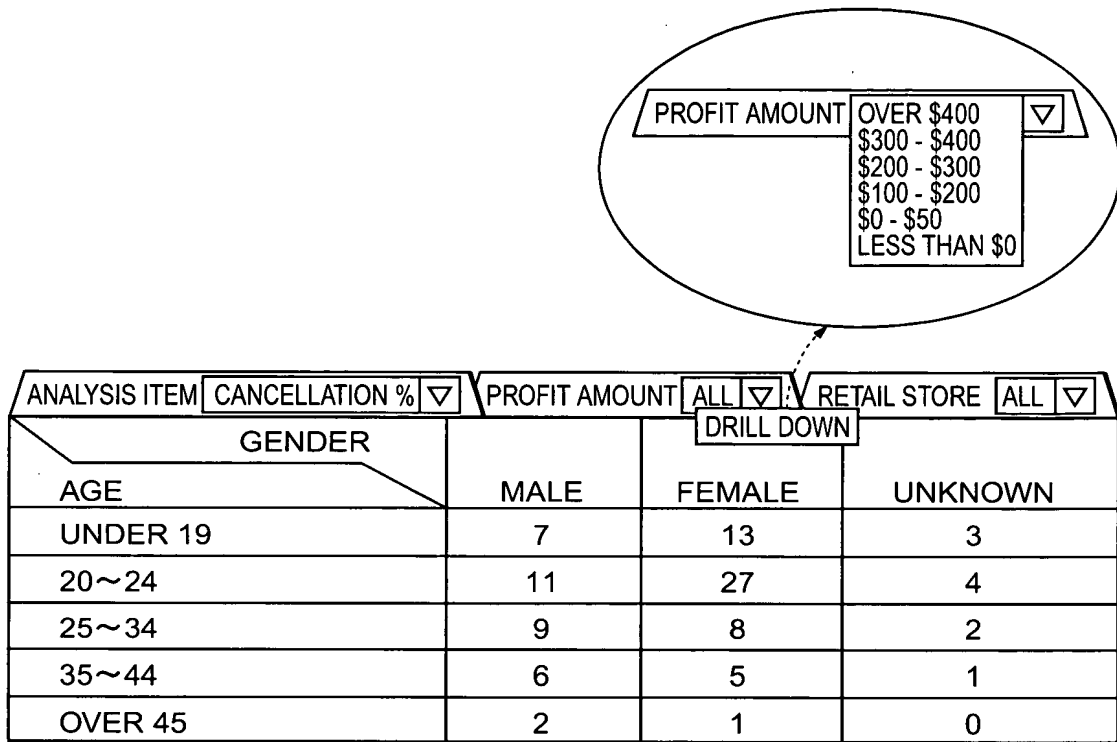


FIG.5

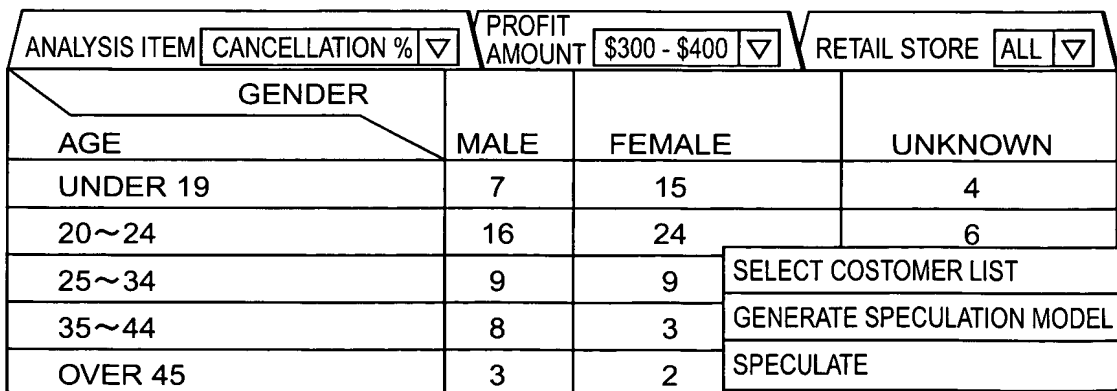


FIG.6

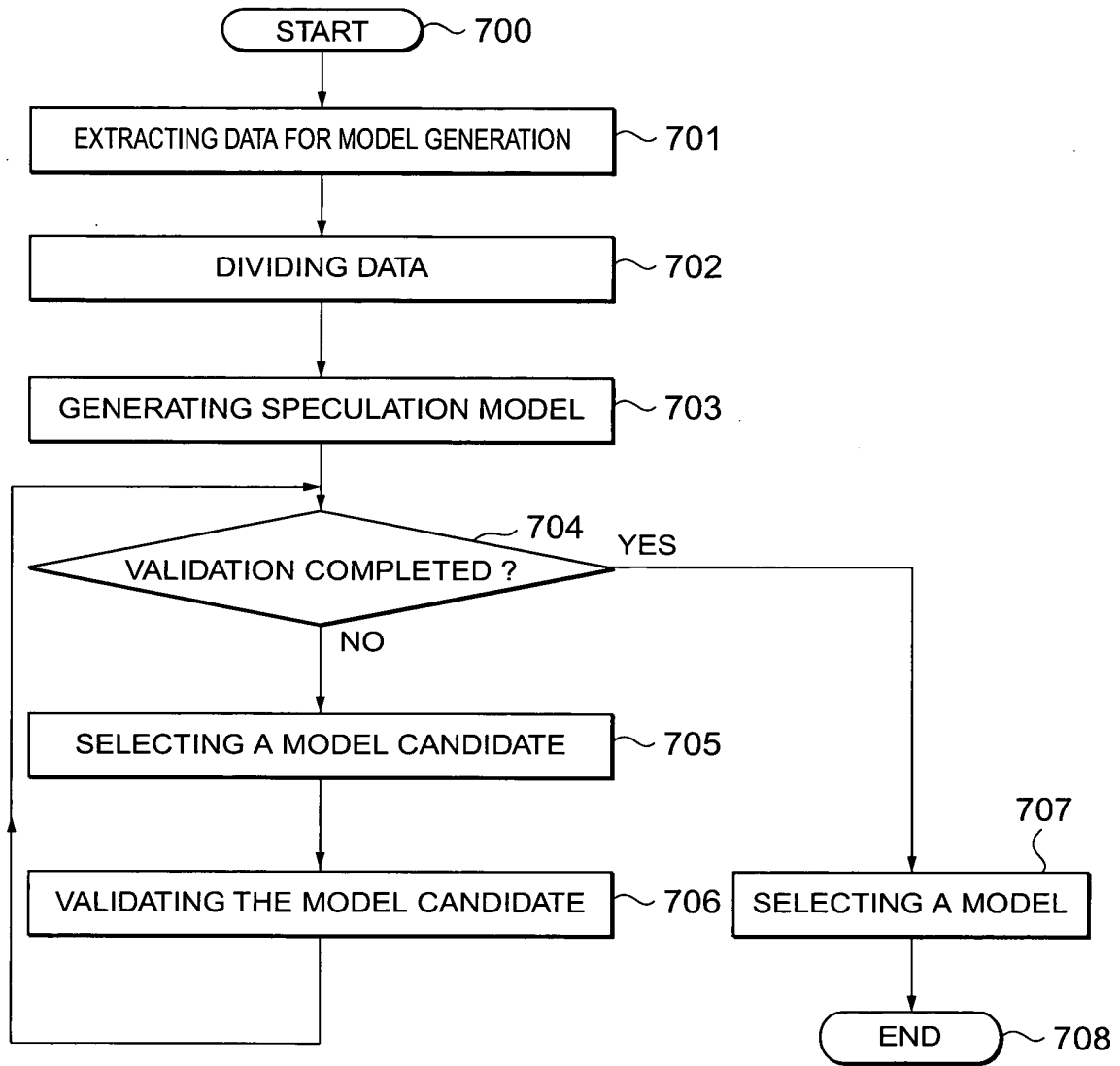


FIG.7

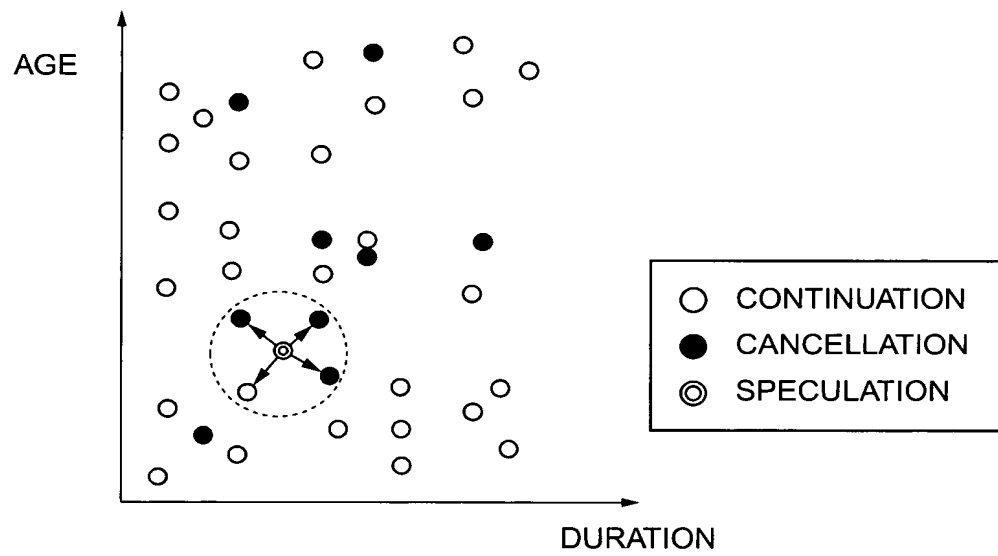


FIG.8

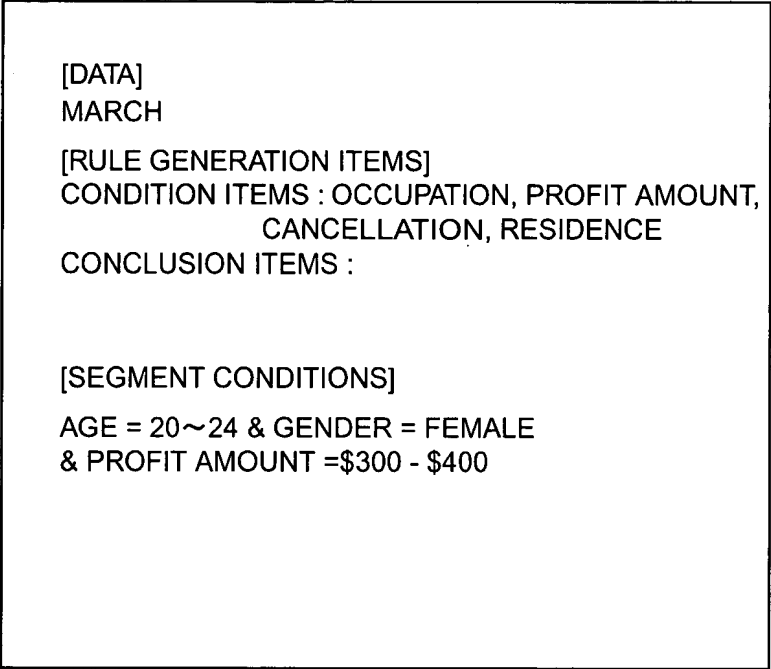


FIG.9

CUSTOMER ID	CANCELLED CUSTOMER	SELECTION CONDITIONS	AGE	PROFIT AMOUNT	...
00036	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =\$300 - \$400	21	\$320	...
00302	1.0	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =\$300 - \$400	22	\$350	...
00421	0.98	AGE = 20~24 & GENDER =FEMALE & PROFIT AMOUNT =\$300 - \$400	20	\$330	...
⋮					

FIG.10

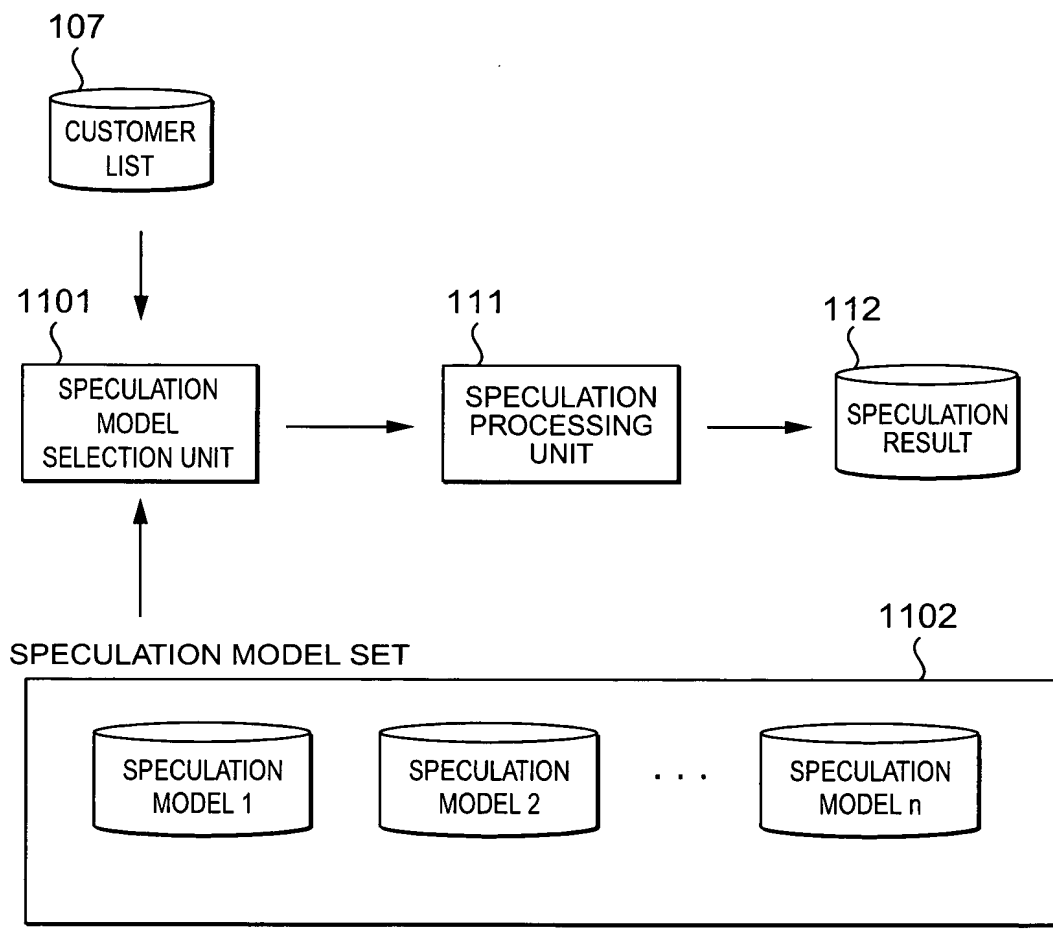


FIG.11



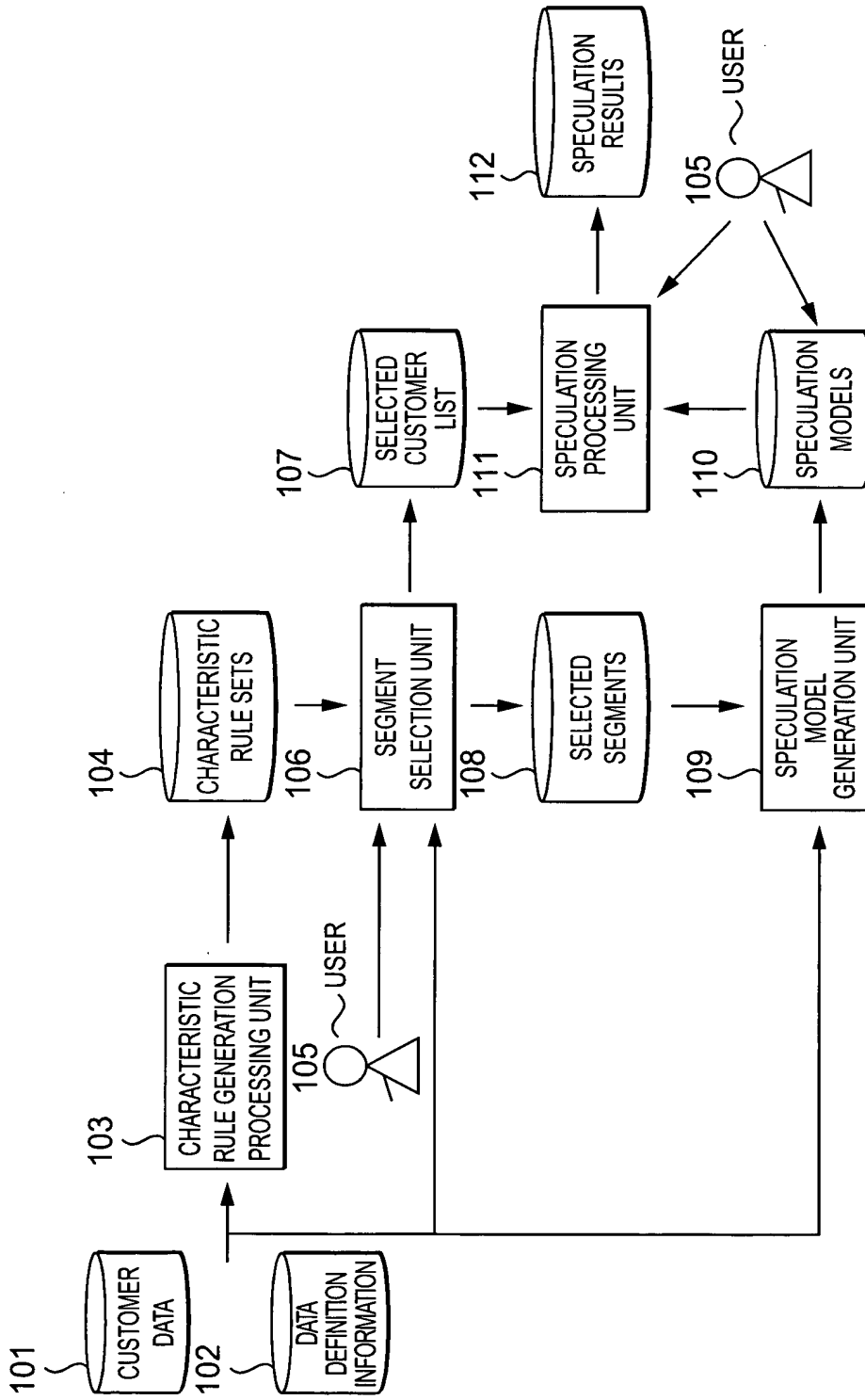


FIG.12